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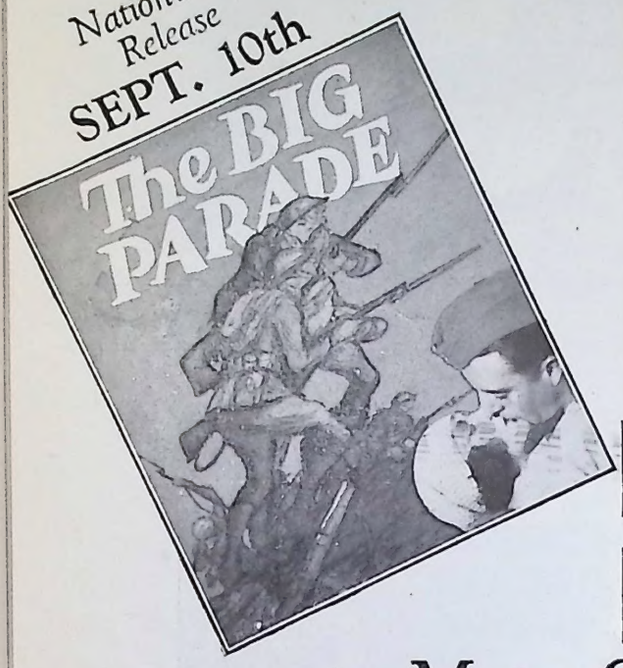

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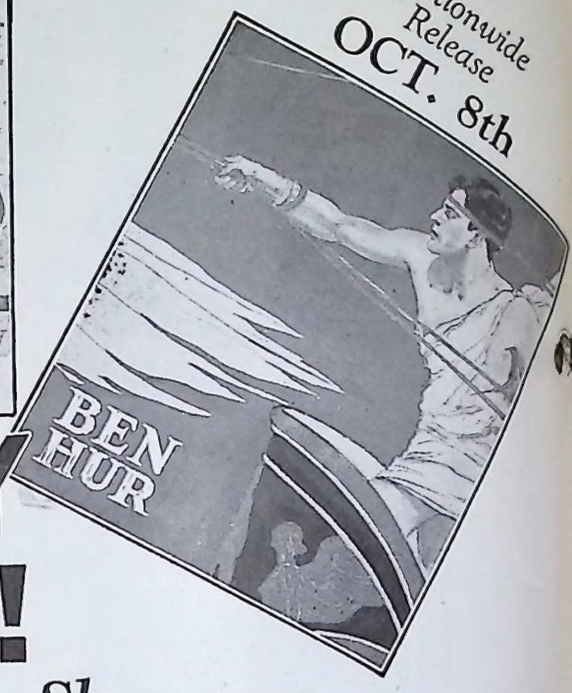

HAPPY DAYS!

to Metro-Goldwyn-Mayer Showmen

in 1927-1928

The Big Parade of Stars

3 LON CHANEY
Productions—The first is
THE HYPNOTIST

LILLIAN GISH
in ANNIE LAURIE
Now Embassy, N.Y., Twice Daily

3 WILLIAM HAINES
Productions—The first is
SPRING FEVER

Karl *Geo. K.*
3 DANE & ARTHUR
Productions—The first will be announced shortly

6 TIM McCOY
Productions—The first is
THE BOXER REBELLION

M-G-M SPECIALS
IN OLD KENTUCKY—*from the play*
THE CROWD—*King Vidor's new triumph*
THE COSSACKS—*a John Gilbert special*
ROSE-MARIE—*the stage marvel*
MADAMOISELLE FROM ARMENTIERES
the Big Parade of England
BODY AND SOUL—
Katherine Newlin Burt's famous novel
FROM NINE TO NINE—*the UFA picture*
F. W. Murnau's Greatest

2 JOHN GILBERT
Productions—The first is
FIRES OF YOUTH

3 MARION DAVIES
Productions—The first is
QUALITY STREET

3 GRETA GARBO
Productions—The first is
LOVE

Lew *Aileen*
3 CODY & PRINGLE
Productions—The first is
ADAM AND EVIL

2 BONAPARTE
(*The new Dog Star*) *Productions—First is*
THE THIRTEENTH HOUR

COSMOPOLITAN PRODUCTIONS
(*Serialized*)
BECKY—*a great Hearst serial*
BRINGING UP FATHER—*the comic strip*
THE LOVELORN—*by Beatrice Fairfax*
WHITE SHADOWS—*from the best-seller*
BUSINESS WIVES—*a sensational serial*

REX INGRAM'S (*Metro Goldwyn Picture*)
THE GARDEN OF ALLAH
World Famous Play

NAPOLEON
the sensation of Europe

3 NORMA SHEARER
Productions—The first is
THE BRIDAL NIGHT

RAMON NOVARRO
in THE PRINCE OF GRAUSTARK

2 JACKIE COOGAN
Productions—The first is
THE BUGLE CALL

M-G-M JUNIOR FEATURES

M-G-M NEWS
Produced by Hearst—104 Issues
Twice Weekly

M-G-M ODDITIES
Produced by UFA all over the world
26 Issues

HAL ROACH Comedies
10 OUR GANG *Comedies*
10 CHARLIE CHASE *Comedies*
10 MAX DAVIDSON
(*Character Comedies*)
10 HAL ROACH WESTERN
Comedies
10 HAL ROACH ALL STAR
Comedies

M-G-M GREAT EVENTS
In Technicolor—6 Issues

Canadian Moving Picture DIGEST

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RAY LEWIS
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President

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"The Play's the Thing"

THIS Industry of ours has tried featuring Trademarks, directors, and players in its effort to catch the Film Market.

Not finding that either of these headlines held the market individually, a movement developed whereby the three became publicized in a Trinity.

The Trademark became identified with quality, as far as financing was concerned; and in the selection of players and directors. But even this Trinity of Merit did not "deliver the goods," as it were; and "The Play's the Thing" became the goal toward which production headed. The urge today is to get a story, or play which has already become publicized through publication, or upon the stage.

RAY LEWIS

If the producers are lucky the adaptation lives up to, or beyond expectations, but in a great many endeavors of this kind, it is discovered that fiction and drama do not always dissolve themselves into screen drama; and the name develops into a handicap instead of becoming added capital.

"The Play's the Thing." But the interpreters seize upon the shadow of this verity instead of its reality. However, we are beginning to recognize the spirit which makes "The Play the Thing" what Shakespeare meant by that statement. Let us uncover what he meant. The success of a drama or a comedy for that matter is not centralized in the name of Shakespeare, his players, his director, his settings, but in the life-stuff with which the story abounds.

This is what our Industry is learning. That the first essential toward success is the story value, valuable in itself; to which should be added all the other marketable assets to "put it over."

A poor story is the poorest kind of an investment; and the poorest kind of a backing to give your Assets assembled in your Trademark, director, players, etc.

A poor story will depreciate the aforesaid values.

A good story will not only inspire greater effort, but increase the capital value of all the assets you surround it with.

An exemplification of the truth therein can be found in "Chang." No great name wrote the story, but the makers of it knew story value, human values; and the greatest author could be proud to have his name attached to the story of "Chang." Here is an insight into the essence of drama, heart interest, a contact with the Eternal Pulse of Life. Here is Life.

Thinking of "Chang," after having seen it, gives one a glorious thrill. Man against the Elements, Man with his face uplifted to the Forces which are giving him dominion over Earth, Man, the Master.

Another great story is found in "Resurrection," and here we are not taking away from the glory of Edwin Carewe, its director, who gave us a screen masterpiece, nor are we detracting from the genius of Dolores Del Rio as exemplified in her delineation of "Mosolova," but the Tolstoy story gave the director heart-stuff and brain fire to direct; and furnished Dolores with a character which was great enough to satisfy the genius of Duse.

This is what makes both these pictures so distinctly different, so distinctively outstanding from the majority of the stories which are screened.

Brushing aside every other angle, but the cold-blooded business way of looking at the Industry; the beginning of all of its enterprise is in the play; and since "The Play's the Thing" this is a branch of our Industry in which department the best available material should be organized, experienced material I mean, not stenographers, nor secretaries, etc., etc., but writers who are not only able to write, but who can read the greatness, or the smallness in a story submitted to them, and who are brave enough to pass an honest opinion regardless of the kind of a "stand in" the author may have.

THE DIAMOND JUBILEE

The National Committee of Confederation has made about 600 feet of film covering Confederation; and events leading to the celebration of the Diamond Jubilee. The film can be obtained through any of the Universal Exchanges throughout Canada free. Exhibitors are requested to utilize this film thereby co-operating with the National Committee of Confederation in their presentation of the Diamond Jubilee to the people of Canada.

Ray Lewis

Champio

already won by

11 SPRING-SUMMER SLEDGEHAMMER HITS

that landed right on the button

NORMA TALMADGE in Camille

COLLEEN MOORE in Orchids and Ermine

CONSTANCE TALMADGE in Venus of Venice

HARRY LANGDON in Long Pants

yet—

FIRST NATIONAL

Ray Presents

THE Canadian Red Cross are having a drive for funds. The name Red Cross has made itself symbolic of the Rosy Cross, the Cross of giving, of serving.

During the war the work of the Red Cross spoke for itself in letters of flame, since the Armistice the Canadian Red Cross has expended its funds of about seven millions, which it had in its treasury in its mission of serving.

CONSPICUOUS, among its work, is that building up of a health consciousness in the mind of the people, which gives them the vision to state "This is criminal, this is wrong," in relationship to an epidemic.

Red Cross is not only an angel of mercy, a Lady Bountiful, where its bounty is necessary, but it is a constructive agency teaching the business of keeping Canada physically fit. Exhibitors cooperate to help your local Red Cross organization in their funds campaign.

THE many friends of Phil Reisman will be happy to learn of his important position with P. D. C. Phil was always a great favorite during his command of the Famous-Lasky Exchanges in Canada; and Phil even today talks of Toronto and Canada, in the same kind of voice one uses in talking of "home."

Metro-Goldwyn-Mayer's lion is growing stronger day by day. Recently I saw him take his place in the constellation of stars. Leo, The Lion stalking heaven. Incidentally Metro-Goldwyn-Mayer scooped three first runs at Montreal last week. The Capitol had "Lovers," the Palace, "Slide, Kelly, Slide," and Loew's presented "The Understanding Heart."

CAPTAIN CHARLES LINDBERGH, otherwise known as "Lucky," who hopped off on the wings of the wind for an aerial flight across the Atlantic, has a relationship which is Canadian on his mother's side, his grandfather was a U. E. Loyalist, which means that the Boston Tea Party had no interest for him, although later on he settled across the line which was won for America.

LINDBERGH was enough of a sensation to "stop the show" across America; and as for an ovation, no feature act has equalled the number of bows he could have taken.

LINDBERGH has had a sheaf of telegrams containing offers for personal appearances, he certainly looks like a good bet. I'd pay my price of admission willingly to have a look at the "Great Kid," who made history, even though he has very little to say for himself.

So Pola Negri is now a Princess, having married Prince Nidvian, and she is not the only example of royalty we have in our Industry. It sounds like a real fairy story, this Cinderalla Industry of ours which meets its Prince; and becomes a Princess. I hope our royal players like the fairy princesses, live happily for ever after.

TORONTO has its eye on the Educational 1928 Convention. Toronto's All-Seeing Eye, welcomed 161 conventions last year. Why? Because Toronto is the Queen City; and a city in which no man need be hungry, nor thirsty.

A city which has a record for health, longevity, roast beef and Yorkshire pudding; long drinks and beautiful women—what more does a convention want? We furnish the inspiration and the information, it's a poor convention which cannot "make good" here!

Famous-Players Beauties Enter U. S. Beauty Contest

The climax in the series of bathing beauty competitions in leading Western Canadian theatres operated by Famous Players Canadian Corporation has been reached in the staging of a dual contest at the Capitol Theatre, Vancouver, B.C., under the direction of H. M. Thomas, Western Division Manager for Famous Players.

One event was the selection of a "Miss Canada" from among the young ladies who had won local contests in 10 different cities from Victoria to Winnipeg. Simultaneously, there was the selection of a "Miss Vancouver" from the winners of contests at eight Famous Players suburban theatres in Vancouver.

Announcement was made by Mr. Thomas that both "Miss Canada" and "Miss Vancouver" would be sent to the International competition to be held at Galveston, Texas, with Mrs. H. M. Thomas accompanying as chaperone. The beauty parades were held at the Vancouver Capitol during the week of May 9, the screen attraction being "Fashions for Women." The contest features aroused wide interest in Western Canada.

We regret to report the death of Raymond Peck, who passed out after a brief and sudden illness Friday morning. The funeral services will be held in Chatham, Ontario, Monday.

SHORT TALKS
ON
SHORT FEATURES

—Proven Value

You are thinking pretty hard right now about what pictures you are going to buy for next season. It won't be long now till the salesmen are asking you to put your name on the dotted line. And there is one big thought that I believe you will have in mind the same as I have it in mind. When you come to signing on that dotted line you will want to be buying product of *proven value.* No guess work. You want proof!

Among all the big companies that will be selling short subjects for next season, *Educational* is the only true specialist, the only one whose sole interest is in giving you the best in one and two-reel pictures, and in backing them up with service that makes them of the greatest value to your box office.

For seven years this has been our only aim. Seven years of specialized experience. And every year a bigger number of exhibitors have played *Educational Pictures.* Why? For only one reason. Because they have made money for these showmen. There is no guess work about *Educational Pictures.* They are the product of specialists—a product of *proven value.*

E. W. Hammons
President

EDUCATIONAL
FILM EXCHANGES, Inc.

Educational Pictures
"THE SPICE OF THE PROGRAM"

The Line-up that STA

Universal SUPER Shorts

Carl Laemmle Jr.'s
The COLLEGIANS
By popular demand—2nd of the Series that made short feature history! Starring George Lewis—with Dorothy Gulliver, Hayden Stevenson and Eddie Phillips. Directed by Nat Ross. 10 in the Series—2 reels each. Universal Junior Jewels.

SNOOKUMS
The industry's box-office baby! Star of George McManus' famous cartoon strip—"The Newlyweds and Their Baby." Produced by Stern Brothers. 12 Junior Jewels 2 Reels Each.

The Famous Fifty-Two!
STERN BROTHERS COMEDIES
13 "IKE AND MIKE" COMEDIES from Rube Goldberg's famous cartoons of the same name.
13 "KEEPING UP WITH THE JONES" COMEDIES from "Pop" Momand's equally famous cartoons.
13 "LET GEORGE DO IT" COMEDIES by the same George McManus who originated Stern Brothers "Newlyweds."
13 "BUSTER BROWN'S"—but you all know R. F. Outcault's mischievous kid and his gang—including Mary Jane and TIGE.
All 2 reelers—all produced by Stern Brothers and all made from newspaper cartoons originated by world famous cartoonists and running in hundreds of newspapers throughout the country.

Something NEW from Universal!
OSWALD The Lucky Rabbit
The Cartoon Sensation by Walter Disney.
Winkler Productions. Released by Universal 26 Times a Year.

INTERNATIONAL NEWSREEL
Hearst Made—Hearst Publicized
104 a Year—2 Each Week.
Year in—year out!
First with the BIG News when the BIG news breaks. Yesterday—Today—Tomorrow—Forever!

6 CHARLIE PUFFY 2 REELERS
Written by Octavus Roy Cohen, famous Saturday Evening Post writer, especially for Charlie—Laughs—you'll say there's laughs when you see them!

OH MIN! HERE'S
12 NEW GUMPS
bigger and better than ever.
Samuel Van Ronkel Productions 2 reels each with a newspaper tie-up that can't be beaten!

Universal's BIG GUN GROU

The CHINESE PARROT
EARL DERR BIGGER'S popular Saturday Evening Post story. With Marian Nixon, Hobart Bosworth and other stars.
A PAUL LENI Production.

WE AMERICANS
The sensational Broadway hit by Milton Gropper and Max Siegel. With an all-star cast. *An Edward Sloman Production.*

WAR EAGLES
The amazing epic of America's air forces. With Raymond Keane and Barbara Kent. *An Emory Johnson Production.*

HOT HEELS
The picture's twice as speedy as the title. Based on Harry Hoyt's well-known story, "Patents Pending." With Patsy Ruth Miller and Glenn Tryon.
Directed by William Craft.

HOW TO MAKE LOVE
Universal's Big Showman's Surprise. Look at the title and you'll know there's something Big on the way.

The SHIELD of HONOR
A sweeping police picture built for showmen. Story by Emilie Johnson. *An Emory Johnson Production.*

WILD BEAUTY
Starring REX, King of Wild Horses. From Sylvia Seid's well-known story.
A Henry MacRae Production.

The GRIP OF THE YUKON
Wm. McLeod Raine's best-seller novel. With Neil Hamilton, Francis X. Bushman, June Marlowe, Otis Harlan, etc. *An Ernst Laemmle Production.*

ALIAS THE DEACON
The stage hit of the year by John B. Hymer and Leroy Clements. Starring Jean Hersholt, with June Marlowe, Ralph Graves, Myrtle Stedman, etc. *An Edward Sloman Production.*

BACK TO GOD'S COUNTRY
RENEE ADOREE starring in James Oliver Curwood's tremendous story. With Walter Long.
An Irvin Willat Production.

CHEATING CHEATERS
MAX MARCIN'S Broadway stage hit. With Betty Compson, Kenneth Harlan and others. *An Edward Laemmle Production.*

The FOURFLUSHER
George Lewis in Caesar Dunn's great Broadway play.
A Mel Brown Production.

HE KNEW WOMEN
Starring Ivan Mosjukine, Europe's Barrymore with Lya di Putti.

FINDERS KEEPERS
LAURA LA PLANTE in one of the best novels ever written by MARY ROBERTS RINEHART.
A Wesley Ruggles Production.

SILK STOCKINGS
Starring LAURA LA PLANTE. From Cyril Harcourt's delightful stage hit.
A Wesley Ruggles Production.

MY WONDERFUL ONE
MARY PHILBIN, star of "Merry Go Round," "Phantom of the Opera" and "Love Me and the World Is Mine" in a specialty story that will bring her new laurels.

UNIVERSAL THRILL SERIES

10 Built to make your hair stand on end:

AL WILSON

The Man without Fear! in five sensational thrillers:

Sky High Saunders
The Phantom Flyer
The Air Patrol
Three Miles Up
Won in the Clouds

DYNAMITE

The Devil Dog in five that'll make 'em beg for more:

The Wolf's Trail
The Hound of Silver Creek
The Call of the Heart
Fangs of Destiny
The Four Footed Ranger

(Louis Vokali is "Dynamite's" Trainer.)

Uni
LongRu
The World's GRE
"UNCLE T
A HARRY POLLA
Millions Await It—Mill
A Year and a Half in
TWO MILLI

The CAT and the CANARY
The greatest cast ever
sembled headed by LAU
LA PLANTE. A Paul L
Production. Based on Je
Willard's play, the
that startled the wo
Spooks! Thrills! Laug

The COHENS and KELLYS in PARIS
Laughs! Laughs! Laug
The most famous lau
getters in screen histor
Cohen and Kelly—
again!

LOVE ME and the WORLD IS MINE
With the famous "M
Go Round" stars M
Philbin and Norman K
and marvelous support.
E. A. Dupont Productio

4 BIG DENN

OUT ALL NIGHT
WATCH MY SPEED

Directors to includ
Newmeyer, fam
Lloyd. This wil

The World's
It's in the
Universal
UNIVERS

Keep this Schedule as Your Handy Guide to t

RTLED the Industry

—A BROADSIDE OF HITS

rsal Specials

TEST Road Show!

M'S CABIN"

RODUCTION

Will See It Again and Again!
Making at a Cost of Nearly
DOLLARS!

SHOW BOAT
From the novel a nation read by Edna Ferber. A Harry Pollard Production.

LES MISERABLES
Victor Hugo's immortal masterpiece. Universal's successor to "The Hunchback of Notre Dame."

The BIG GUN
A gigantic epic of the Navy —the picture you've been waiting for. An Irvin Willat Production.

The MAN WHO LAUGHS
Victor Hugo's powerful story. Starring Mary Philbin and Conrad Veidt.

SUPER COMEDIES

ASK ME ANOTHER
GOOD MORNING JUDGE

iam A. Seiter and Fred
Director for Harold
Denny's biggest year!

SURRENDER!
Based on Lea Lyon the immortal European stage play. Starring MARY PHILBIN and IVAN MOSJUKINE. An *Edward Sloman Production.*

The SMALL BACHELOR
Written by P. G. Wodehouse, ace of humorists. An all-star cast including Andre Beranger and Barbara Kent.
A William Seiter Production.

The GIRL SHOW
Life with the Follies of the tank towns. With an all-star cast. *A William A. Wyler Production.*

HONOR and the WOMAN
Henry Irving Dodge's Broadway play in an *Edward Laemmle Production.*

13 WASHINGTON SQUARE
Leroy Scott's famous novel and successful stage play. With an all-star cast.

The IRRESISTIBLE LOVER
Norman Kerry and Lois Moran in a *William Beaudine Production*—the director who made "Little Annie Rooney." *Supervised by Carl Laemmle, Jr.*

BUCK PRIVATES
A comedy riot around the Army of Occupation. From Stuart Lake's story. With Lya di Putti and Malcolm MacGregor.
A Mel Brown Production.

A MAN'S PAST
A production of spectacular quality starring Conrad Veidt, the actor who lives a thousand parts.

THANKS for the BUGGY RIDE
LAURA LA PLANTE in Byron Morgan's speed romance. *A Wesley Ruggles Production.*

MIDNIGHT ROSE
LYA DI PUTTI, starring. A production by James Young who made "Ponjola," "The Devil" and other winners. Story by J. Grubb Alexander.

HOOT GIBSON in 7 BIG GUN JEWELS

Exhibitor's Box Office Reports tell the whole story about Hoot Gibson—sure-fire year in and year out—in 7 new big ones. each by a prominent author such as Peter B. Kyne. Look 'em over—grab the date book—

The Wild West Show — **Galloping Fury**
The Rawhide Kid — **A Trick of Hearts**
Riding for Fame — **Painted Ponies**
A Society Cowboy

12 RANCH RIDER FEATURES

Each featuring the UNIVERSAL RANCH RIDERS

TED WELLS in	FRED HUMES in
A Made to Order Hero	Quick Triggers
Thunder Riders	Arizona Cyclone
Desert Dust	The Fearless Rider
The Clean Up Man	One Glorious Scrap
Straight Shootin'	The Border Cavalier
Greased Lightning	Put 'Em Up

Universal SUPER Shorts

FIVE FIRST RUN SERIALS
Thrilling with Suspense—Teeming with Action—The greatest Thrills in Universal History.

BLAKE OF SCOTLAND YARD — THE UNIVERSAL JUNIOR JEWEL
Super Serial starring Hayden Stevenson. Directed by Robert Hill.

"THE SCARLET ARROW" all the glamour and glory of the famous Northwest Mounted featuring Francis X. Bushman, Jr., directed by Ray Taylor from the story by Howard Clark.

"THE HAUNTED ISLAND"—a mystery serial in ten episodes that lives up to every letter of its name! Starring Jack Daugherty from the novel by Frank R. Adams.

"THE VANISHING RIDER" starring William Desmond, King of serial stars in a wild, tempestuous story that beggars description. More thrilling than the Riddle Rider!

"THE TRAIL OF THE TIGER"—The greatest Circus Serial—from Saturday Evening Post Story by Courtney Riley Cooper. Directed by Henry MacRae—featuring Jack Daugherty.

52 ACTION FEATURETTES 2 REELERS
The fastest, wildest, hardest riding bunch of thrill chaser short subject ever! Split four ways and fit to grace any screen in the land! Consisting of

13 STUNT WESTERNS
and that's something you never saw before! Featuring Bob Curwood, the daredevil cowboy and his thrill mad crowd!

13 WITH UNIVERSAL'S NEWEST SENSATION— NEWTON HOUSE
Boy Wonder of the Western Range! He rides, shoots and cuts up generally like the really great Western star he is.

13 NORTHWEST MOUNTED STORIES
Stories by famous authors—action by famous riders—production and direction by Universal—where the good ones grow! Featuring Jack Perrin—

13 TEXAS RANGER STORIES
featuring Freddie Gilman—and every western fan and lover of thrills and action knows that where there's Texas Rangers there's something doing every minute.

26 SNAPPY COMEDIES BUILT FOR FIRST RUN!
THE ONE-REELERS YOU HAVE BEEN WAITING FOR!

13 HAROLD HIGHBROW COMEDIES with CHURCHILL ROSS who made such a hit in "The Collegians,"

13 DRUG STORE COWBOY COMEDIES with ARTHUR LAKE—breezy modern youth with the infectious smile and winning ways.

eatest Shows!

's Everywhere!
Em All Licked!

PICTURES

BIG Pictures this Season

Toronto - Montreal - St. John
Winnipeg - Calgary - Vancouver

The Profit$ that B

Join in the chorus of W

Warner Winners! Playing the finest theatres and biggest circuits in Canada! Booked over the entire Nathanson circuit! Sensational business at the Queen's Square Theatre, St. John, New Brunswick.

Bigger profits than ever for Canadian Exhibitors. Monte Blue in "Wolf's Clothing" and "The Brute" — greater than even "Across the Pacific!" Every star and title aimed at the box-office — May McAvoy in "Matinee Ladies," Irene Rich in "The Climbers. "Tracked by the Police"—Rin-Tin-Tin in his most thrilling and heroic role! Hit after hit!

The Pantages Theatre, Toronto, with the largest seating capacity in Canada, plays Rin-Tin-Tin to capacity business. Unprecedented!

Other pictures equally successful over the entire Nathanson Circuit! Why wait and wish — play and profit now!

"WOLF'S CLOTHING"
STARRING
MONTE BLUE

with Patsy Ruth Miller, Douglas Gerrard and John Miljan. Directed by Roy Del Ruth. By Arthur Somers Roche.

"MATINEE LADIES"
WITH
MAY McAVOY

Malcolmn McGregor and Hedda Hopper. By Albert S. Howson and Sidney R. Bushman. Directed by Byron Haskins.

"WHITE FLANNELS"
WITH
LOUISE DRESSER
JASON ROBARDS

Virginia Browne Faire, Warner Richmond and George Nichols. Sat. Eve. Post story by Lucien Cary. Directed by Lloyd Bacon.

On the way! Dolores Costello in

SPRING...WINTER
SUMMER...FALL 26 WARNER

loom in the $pring tra-la-la!

ARNER WINNERS

EXHIBITORS APPLAUD !

Warner Bros. Pictures, Inc.,
Toronto, Ontario.

Dear Mr. Meyers:

No doubt you will be interested to know that your wonderful dog, RIN-TIN-TIN, has broken this house record for a Saturday matinee.

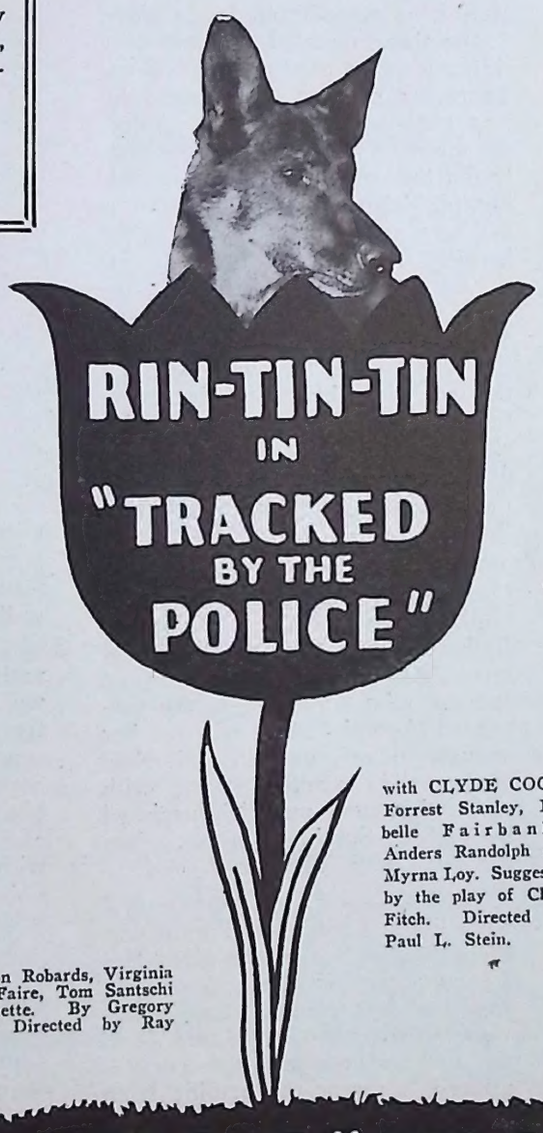
Yours truly,
THE BELLE THEATRE,
By J. C. McCarthy.

WHAT EVERY GIRL SHOULD KNOW
with
PATSY RUTH MILLER

DON'T TELL THE WIFE
starring
IRENE RICH

MONTE BLUE IN "The BRUTE"

with CLYDE COOK and LEILA HYAMS. Directed by Irving Cummings. Based on novel by W. Douglas Newton.



RIN-TIN-TIN IN "TRACKED BY THE POLICE"

with Jason Robards, Virginia Browne Faire, Tom Santschi and Nanette. By Gregory Rogers. Directed by Ray Enright.

"THE CLIMBERS" STARRING IRENE RICH

with CLYDE COOK, Forrest Stanley, Flobelle Fairbanks, Anders Randolph and Myrna Loy. Suggested by the play of Clyde Fitch. Directed by Paul L. Stein.

"A Million Bid" HER GREATEST HIT AND A WARNER WINNER!.

WINNERS MEAN BIGGER BOX OFFICE PROFITS THE WHOLE YEAR 'ROUND

TORONTO THEATRES

UPTOWN — "Rough House Rosie," with Clara Bow—Paramount. Class B plus. Clara has not lost any of her "It" qualifications, although she does not get the same chance here for her particular ability. However, things keep moving. There's a good prize fight with Clara swinging the championship to her prize lover, who offers his heart and hand; and the fortunes of a kid-glove hero. The story revolves around an ambitious kid, Clara is the "kid" who gives up painting candy beans to become a cabaret dancer just because a fortune-teller told her she was slated for fame and fortune. Clara tries to be a lady, gets into society, but finding all is not gold that glitters, gives up the "swell beaus" for Joe Henessey, prize fighter, played by Reed Howes. Frank Strayer directed, from the story by Nunnally Johnson. George Marion, Jr., is responsible for the quick action titles, they're good. The story has many amusing bits and gives Clara a chance to do the nice rough stuff which she does so captivatingly. All the boys and girls will go to see Clara. She won't give them all they're looking for, but she won't disappoint them, so that's worth a great deal.

TIVOLI — "Senorita," with Bebe Daniels — Paramount. Class A. Bebe is becoming a regular female Douglas Fairbanks. She breezes through this picture like a young cyclone; and can ride a horse with Doug., Tom Mix and the rest of the rough-riding crowd. That's why I'm giving her a Class A. "Senorita" is the best thing that Bebe has done; and she gets her blue ribbon because she is a worker and a "go-getter." The story revolves around a Senorita who goes to the ranch of her grandfather in South America. The grandfather has been expecting a grandson. Bebe tries to live up to his expectations. She leads in a feud against a neighboring ranch owner who has been helping himself to grandfather's cattle. This neighbor-rancher, who has been away, returns while the feud is blazing. He fights Bebe and during a duel with her, in which she is wounded, he discovers she is the lady of his heart's blood. Good! they embrace, she forgives the wound and the feud is ended. Grandfather gets his son—no, we are not thinking of what you are thinking, he gets a grandson-in-law. What happens a year later we cannot tell. It is a rattling good story, well directed by Clarence Badger. The story by John McDermott, who wrote some improbable events, is nevertheless entertaining. James Hall makes a dashing hero, good enough for Bebe to love. William Powell as a relative of the hero does a good bit of villainy. He is the cattle thief.

SHEA'S HIPPODROME — "Easy Pickings," with Anna Q. Nilsson—First National. Class B. A mystery story, with a bit of farce to give it a comedy angle. George Archainbaud directed the story very skilfully to get the "spooky" values. There is a murder. The hero, who is a nephew, endeavors to unravel the mystery. The lawyer, who really did the deed, accuses the attending physician. Kenneth Harlan is the hero and Anna Q. Nilsson the heroine. The latter becomes involved during her endeavors to secure a valuable document stolen from her by the lawyer. Of course, the hero falls in love with her, and the two, aided by a detective, solve the mystery, after all of them, including the dead man, mysteriously disappear. William A. Burton and Paula Gruger are responsible for the story.

LOEW'S — "Venus of Venice," with Constance Talmadge — First National. Class B. The story has an Italian setting. Constance is a real crook, real enough to have become famous. An American in the person of Antonio Moreno loves her enough to reform her. Marshall Neilan did excellent work with rather thin story material furnished by Wallace Smith. Constance does her usual best. Moreno is good.

PANTAGES — "Special Delivery," with Eddie Cantor — Paramount. Class B plus. The plot gives Eddie an opportunity as a letter-carrier for innumerable "gags" and farce situations. The climax is in the last reel where a fire-truck is utilized to rescue the heroine from the villain, who has run away with her. The rescue is effected through the aid of a hook and ladder apparatus on which Eddie mounts and boards the steamer. Finale, Eddie gets the heroine; and the villain, who is a swindler the federal authorities have been after, gets a pair of hand-cuffs. Incidentally, Eddie gets the reward for faithful services, for, in addition to being a letter-carrier, he is on the look-out for this particular swindler, for Eddie's father is in the Secret Service. The story is by Eddie and the direction by William Goodrich. Eddie is the whole picture, but as long as he is as amusing and as original in putting over his stuff, let Eddie work, he loves it; and the public enjoy what he loves.

Neighborhood Theatres

PALACE — "Casey at the Bat," with Wallace Beery — Paramount. Class A comedy. Beery as a "star baseball player" walks away with the show. It is a real comedy with a box-office draw which is unusual. "Michael Strogoff," with Ivan Moskine—Universal. Class A. A spectacular feature, wonderfully directed and photographed, and one that is sure to give your audiences something different in pictures.

BEACH — "The Sea Tiger," with Milton Sills — First National. Class A. Sills gets a chance to do some splendid acting and the picture goes over big. "Afraid to Love," with Florence Vidor — Warner. Class B. An interesting feature, with plenty of humour. Leads excellent.

COLLEGE — "The Demi Bride," with Norma Shearer—Metro-Goldwyn-Mayer. Class B. Norma, supported by Lew Cody, provides plenty of action in this fast-moving, well-directed feature.

CAPITOL — "The Fire Brigade," with Charles Ray — Metro-Goldwyn-Mayer. Class A. An excellent feature with plenty of thrills. The supporting cast excellent. "Michael Strogoff," with Ivan Moskine — Universal.

BELSIZE — "The Cheerful Fraud," with Reginald Denny — Universal. Class B plus. Denny never fails to entertain his audience, and the show is a fast-stepper.

ALHAMBRA—"Frisco Sally Levy," with Sally O'Neill — Metro-Goldwyn-Mayer. Class B plus. snappy feature, with Sally a "real" frisky stepper in a cabaret. Flapper food.

PARKDALE — "Casey at the Bat," with Wallace Beery — Paramount. "The Beloved Rogue," with John Barrymore — Warner. Class A. Barrymore gives us a great bit, while his support also furnish fine characterizations.

BLOOR — "Michael Strogoff," with Ivan Moskine — Universal. "The Beloved Rogue," with John Barrymore — Warner.

"TWELVE MILES OUT" JOHN GILBERT'S NEW ONE

John Gilbert's new starring vehicle, "Twelve Miles Out," a gripping story of bootlegging and hijacking on Long Island Sound, went into production last week at the Metro-Goldwyn-Mayer studio, with one of the strongest casts of the year assembled in support of the star, and Jack Conway, famous for his work on outdoor and adventure stories, at the directorial helm.

The cast of "Twelve Miles Out" includes one of Hollywood's most promising young actresses, Joan Crawford, in the feminine lead, Betty Compson in an important supporting role, Ernest Torrence, Edward Earle and Mike Donlin.

Bert Roach, who has played featured comedy roles in such Metro-Goldwyn-Mayer pictures as "Tin Hats," "The Taxi Dancer," and "Tillie the Toiler," Marion Davies' new film, was a last-minute addition to the formidable cast of this picture.

A. P. Younger, the author of both the original story and continuity on "Slide, Kelly, Slide," now packing the Embassy Theatre in New York City, made the screen adaptation of "Twelve Miles Out" from the successful play of the same name by William Anthony McGuire, which was one of the outstanding hits of the past season on Broadway.

"Breezing Along"

Al Thompson, one of the outstanding character comedians now playing at the Educational Studios, carries an important role in the new Educational - Hamilton Comedy, "Breezing Along." Thompson has developed an old-man characterization in Hamilton Comedies and other comedies produced at the Educational Studios that has caused much favorable comment.

Mr. Sol. Raives, President of Theatre Owners Chamber of Commerce, New York.

IMPERIAL ADVERTISES "MOTHER" WITH MERCHANT TIE-UPS

By a tie-up with the Saint John newspapers, "Mother," shown at the Imperial Theatre, was well advertised. An entire page was taken by city merchants, each offering free passes to the Imperial showing of the feature under certain conditions. First purchases on the date mentioned, etc. Stills of the picture were prominently displayed in store windows and the resulting crowds showed the value of advertising.

F. B. Selby Promoting Community Showmanship

Mr. F. B. Selby of Queen Square Theatre, has shown fine co-operation with patriotic societies by allowing the use of his lobby for a sale held by The Royal Standard, Imperial Order Daughters of the Empire.

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Dolores Costello Leads Among Warner Stars

An analysis of fan mail received at the Warner Bros. studio reveals that the company's favorite star with the film-going public is Dolores Costello. The ascent of the young actress' popularity has been steady and rapid, and although this is only her second season before the camera she now stands as Warner Bros.' best bet.

Examining an average weeks' receipts of fan mail addressed to Warner players, the executives found that a total of 4,545 letters were delivered. Of these 1,025 came for Miss Costello.. Monte Blue, Irene Rich, Rin-Tin-Tin and May McAvoy rated next.

Monte Blue's mail consisted of 769 letters. Irene Rich received 712, Rin-Tin-Tin 536 and May McAvoy 496. The remaining thousand communications were divided among Louise Fazenda, Syd Chaplin, Helene Costello, Myrna Loy, Jason Robards, George Jessel and William Demarest.

AHEAD AGAIN

Toronto's latest and finest Suburban Theatre, The Eastwood, 1100 seats, recently opened with De Luxe Motiographs with Reflector Arcs, Cont-El-Arc Generator Set and Brenkert De Luxe Spot Lamp.

And There Are More Coming

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THE COLEMAN ELECTRIC CO., 258 Victoria Street, Toronto, Ont.

Virginia Valli in "Judgment of the Hills"

Virginia Valli has been signed for the leading feminine role in "Judgment of the Hills," F. B. O.'s forthcoming production based on the popular Cosmopolitan Magazine story by the late Larry Evans.

Miss Valli has just returned from Honolulu, Hawaii, where she went immediately after finishing her featured role in Adolph Menjou's "Evening Clothes."

As the featured player in "Judgment of the Hills," Miss Valli will enact a colorful role particularly adapted to the versatile talent displayed by her in some of the most noteworthy productions of the screen.

J. Leo Meehan will direct "Judgment of the Hills" for which a splendid cast will be assembled to support Miss Valli. Frankie Darro, the promising juvenile star, has been cast for the part of "the kid." The story is the last work of the late Larry Evans and was published after his death.

"Atta Baby"

Emma Styers, who has been playing supporting roles in Educational-Cameo Comedies recently, appears as the pretty bareback rider in "Atta Baby," the new Educational-Juvenile Comedy featuring "Big Boy."

IMPERIAL, ST. JOHN SHOWS F. B. O.'s "MOTHER"

The Imperial Theatre recently had a big attraction in the singing of Lallie Leur. This sixty-year-old songstress gave a particularly appropriate touch to the showing of "Mother" in Mother's Week and her rendition of the old-fashioned ballads was greatly enjoyed.

The manager of the Imperial, Walter H. Golding, has recently had installed a new machine which projects slides on the curtain and the songs were thus displayed before the audience who joined in the chorus. This latest addition to the Imperial brings it in line with the newest improvements and is an additional revelation of the up-to-dateness of its indefatigable manager.

Canadians at Conventions

The following movie men have recently attended conventions: Joseph Lieberman, of Warner Bros.; P. J. Hogan, of Paramount Pictures, and Ralph Thorne, of same company.

W. A. Sault and Ernest A. Whelpley, of Canadian Universal Film Corporation; Reginald G. March, manager of Fox Film Corporation; A. E. Smith, of Metro-Goldwyn-Mayer; W. Arthur Owens and Gerald Hoyt, of First National.

Amateur movies by professionals—Joan Crawford, with a De Vry Automatic Camera, films Lon Chaney, Norman Kerry and Tod Browning, the director, between scenes in "The Unknown" at the Metro-Goldwyn-Mayer studios.

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"TRAIL OF '98" FOR METRO-GOLDWYN-MAYER

The vanguard of the enormous picture company filming "The Trail of '98" will start for Alaska and the Yukon in the near future, it was announced last week by Irving G. Thalberg, Metro - Goldwyn - Mayer executive.

Director Clarence Brown, who recently returned from an extensive location trip at the crest of the Continental Divide in Colorado, and who is now filming the interior scenes of M-G-M's epic of the North, has decided to send a group of technicians and photographers to the North. They plan to start within a few days under the leadership of Harry Schenck.

The men will go to Skagway, Alaska, by boat and will be into the frozen wilderness by the first of June. They plan to reach a point a few miles above Dawson City, on the Yukon river, by June 10, when the winter freeze of this big stream is likely to break up, and go crashing towards the Arctic.

The company will spend several weeks on the shores and waters of Lake Linderman and Lake Bennet, two of the important locales in the Robert W. Service story on which the screen version of "The Trail of '98" is based.

Ralph Forbes and Dolores Del Rio have the featured roles in this magnificent story of the gold stampede to the Klondike in 1898, while Harry Carey has the role of Jack Locasto, the "heavy."

The cast of thirty-seven players includes Karl Dane, Tully Marshall, George Cooper, Emily Fitzroy, Tenen Holtz, Josie Sedgwick, Johnny Downs, William Orlamond, Caesar Gravina and others.

Charles Dorian is acting as Director Clarence Brown's assistant during the filming of the huge special production.

There Is Only One Exhibitor When They Meet on a Common Ground

Direct Dealing Between Exhibitor and Exhibitor Solves Their Problem

State Groups with State Presidents Forming National Board of Directors

By RAY LEWIS

HOW can we sell the vital idea of the extremely necessary preservation of the independent, or smaller, exhibitor to the chain theatre exhibitors?

In one way only: Talk to them direct. This Industry must build its strength like a rock, layer upon layer, for it is the adhesive power to stick together which makes the rock a rock, and in a position to combat, or stand against the elements which endeavor to put it out of business.

This Industry has plenty to contend with outside of it. It is young among those industries which have learned the art of self-protection from external forces. But already it has learned that its ambassadors to the legislature, its spokesman to the people, are best equipped for service to the Industry when they are recruited from the exhibiting units.

The producer and distributors have built up a reputation which associates them with plutocracy, they are reputed to have so much money that the loss of a few millions would be unnoticed by them. The public sympathy does not go to the rich man. The statesman, or politician, who is seeking to extend his power, builds up his following by standing upon a platform which is for the rescue of the underdog.

The little exhibitor, collectively, as a power, has more chance to get rid of taxation, censorship, etc., than the big fellows, but the big fellows are very necessary to finance the plan of operation. The producing and distributing forces are very necessary from the financial and contact angle also. Each force can be of much service to the other if the conflict within the Industry is removed; and the Industry uses its power to help itself as a whole.

There is to be a convention at Columbus. Most of the conventions I have attended have been mostly interested in the election of officers; and the misunderstanding between the exhibitors has prevented any constructive work from being done. Individual grievances and accusations have consumed the energy of the convention; and when the battle was over, everybody has been glad to get back home.

I have found that clever nations or organizations endeavor to ally with them the power they fear. The smaller exhibitor is in fear of being eliminated in the game of competition. Would it not then be a good idea to take into the organization of exhibitors all exhibitors, regardless of their affiliations? Nothing worse can happen to the small exhibitor than has happened. He has tried for years to make his association exclusive, but I cannot see the difference between an exhibitor who year after year buys his product from an exhibitor-producing unit through a franchise and the exhibitor-producer. If one is eligible for membership, why not the other?

It appears to me you can establish a much better conciliatory program with a man who expects to do some business with you, than with a man who is buying from the same source of supply as you are; and is your competitor in the race of getting there first.

It is also a significant fact that the big exhibitor circuits realize the value of the smaller exhibitor from a legislative angle; and more and more they are likely to give up a small advantage in order to preserve the smaller exhibitor in their fight with external forces which may jeopardize the interests of the whole Industry.

I think also, that you are much more likely to solve your problems by talking directly to the interests who can solve them, by making them a part of your organization; and responsible as you are for its well-being.

Every theatre owner, big and small, should belong to an organization which can represent his interests. Each state should be organized and all the state organizations affiliated. The time for such a move is in. Columbus, Ohio. You have tried everything else; try this experiment. You have to function as an united body on questions of legislation, censorship. You might as well make this occasional linking up a permanent institution and let these bigger fellows sit in with you while you discuss your fear of them. Getting acquainted with people is conductive to the elimination of fear, and today all exhibitors of importance in and out of mergers and combines are producing-distributing. How far these will be forced through competition to expand the near future will show.

An Organization Plan

Each state should elect its officers and these officers elect an official representative outside of their ranks, who will stand in the same relationship to the exhibitors as Will Hays does in relationship to producers; and who is not interested in buying pictures. The national board of directors should be made up of the presidents of the various states. In this way all the states get representation, and all have the power as a collective body. No controlling or dictating smaller committee should be formed from this board; this helps to prevent politics or a group control. Let all the presidents function equally and convene with the national president who is familiar with exhibitor organizations and with our Industry, and who could be induced to become the president of a coast to coast exhibitors' affiliated organization. I think that this would be a constructive move.

Having an exhibitor as national president is not such a good move. It gives him too much power and power is always a temptation.

It hurts an organization when, owing to a change of circumstances, a national president resigns before his term of office expires. I think, also, that the idea of electing a national president for one year is not fair to the president or the organization. He should get a four-year term to show results. The board of directors could be changed or re-elected yearly, according to the result of the state election of officers, which should be held yearly.

M. P. T. O. A. Needs Action

Unless something big is done at the Columbus election, the M. P. T. O. A. organization is going into rapid decline.

It has certainly lost ground during the past year, save with this redeeming feature, the exhibitor collectively has registered as the big and important factor in relationship to legislative matters. He certainly has been able, in the United States, in Europe, in Canada, to secure concessions and considerations in the case of adverse legislation, and this success has made it very evident to the distributors; that exhibitor organization is a most constructive and necessary institution as far as the preservation of this Industry is concerned.

To the exhibitors who cannot see this point of view I suggest they look

(Continued on Page 18)

PAUL GULICK VISITOR ST. JOHN EXCHANGE

Universal Publicity Veteran Guest of Honour at Banquet

One of the most interesting visitors Saint John has had for some time was Paul Gulick, personal representative of Carl Laemmle, who came from New York and spent one day in Saint John recently at the invitation of W. A. Sault, manager of the local office of Universal Film Company. A number of exhibitors and friends attended a screening of the new Universal picture, "The Cat and the Canary," at the Saint John Opera House.

Mr. Gulick gave a most enlightening talk and showed a film of the head of the company. Mr. Gulick gave a brief history of Carl Laemmle, "the greatly beloved chief," of Universal, revealing intimate flashes of his genial personality. At six-thirty a banquet was held at the Admiral Beatty Hotel.

W. A. Sault presided as the toastmaster. Among the guests were, members of the Universal staff, Mrs. W. A. Sault, Mr. and Mrs. W. H. Golding, Mr. and Mrs. A. Fielding, Mr. and Mrs. Gilmore Armstrong, Mr. Givan of the Imperial Theatre, Sussex, N. B., Miss Malloy, F. J. McInerney, chairman of the New Brunswick Board of Censors, and Miss Alice Fairweather, member of the N. B. Censor Board.

After the toast to His Majesty King George V and the singing of the National Anthem, Mr. Sault proposed a toast to Mr. Gulick, the honored guest. Mr. Golding told of his twenty years' friendship with Universal Pictures and his pleasure in meeting Mr. Gulick. The guest of the evening made a very interesting speech in reply. Mr. McInerney and Miss Fairweather spoke for the Board of Censors, Mr. Fielding, manager of the Unique Theatre, and Ernest Whelpley of Universal, made speeches.

The walls of Salon A were decorated with posters telling of the company's new productions and a large framed photograph of "The Chief" was hung with flags of all nations.

Mr. Gulick, whose first visit it was to the Maritimes, expressed himself as greatly pleased with his day's visit, and stated that he is planning to come back later in the summer for a three weeks' motor tour.

The banquet was a very delightful one; and the "get-together" of exchange managers, staff, exhibitors and censors, with this noted publicity man, was of much benefit to all.

Canadians Attend M-G-M Convention

The Annual Convention of the Metro-Goldwyn-Mayer sales force of Canada and the United States was held last week at Hollywood. This convention was of particular interest to Canadians for the reason that the Dominion was well represented. The following officials of the Head Office, Regal Films, who are Canadian distributors for Metro-Goldwyn-Mayer, were in attendance: Arthur Cohen, Vice-President and General Manager; Mr. Henry L. Nathanson, General Sales Manager. In addition to these gentlemen, the managers of each of the six Regal branches in Canada are also taking part in the convention.

It is expected that the new season's output will be outlined after this meeting, and there no doubt will be some surprises, as the attractions Metro-Goldwyn-Mayer have furnished the exhibitors during the past two seasons have been outstanding, and yet that company promises to surpass its former record during the coming season.

"Mons" Is Real Britisher

"Mons," the great British war film distributed in Canada by Regal Films, Limited, continues to break house records in all parts of Canada. Manager Walter Davis of the Metropolitan Theatre, Winnipeg, who recently completed a week's run of the feature, writes as follows:

> "All Winnipeg turned out to see 'Mons,' or so it seemed by the register of the box office. 'Mons' hung up a record for attendance at this theatre that is going to be hard to beat. An attraction of this order is sure-fire for Canada."

Manager George Rotzky of the Palace Theatre, Montreal, is being congratulated by the remarkable publicity campaign he conducted during his recent showing of "Mons" in Montreal. His theatre smashed all house records during the run of the feature, and, as George says, he is anxiously waiting the release of another feature of the same calibre as "Mons."

Don Stapleton Wins As Crack Shotsman

Bandits will probably avoid the box office of the Centre Theatre, Ottawa, Ontario, following the publication of the announcement that Don Stapleton, manager of the theatre, was the winner of the first twilight shoot this season of the St. Hubert Gun Club, Ottawa, a leading trap-shooting organization of Eastern Canada.

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Ray Lewis Theatre Analysis

(Continued from Page 17)

back over the list of names of the exhibitors who were called independents, those who have sold out, or affiliated with exhibitor-producer organizations, those who were most active and loyal to your organization. Some you have lost entirely by your cut-off regulation. Are they better off today, or worse off through their new affiliations? Are you more secure as you stand alone and exclusive?

If men representing interests involving huge sums of money find it necessary to sit together, what kind of chance do you stand with your little investment if you get in the way of competition and refuse to take counsel with your competitors? Let the big fellows solve the problem of your organization. A few years ago they might not have been so interested in the preservation of an exhibitors' association. The attitude of legislators has changed their opinion.

Capitalize on this new vision. It is the greatest reason for preserving you; in addition to the other trade factors I have previously mentioned.

And now, who are the exhibitors who have shown by past performances that they are worthy to be presidents of state organizations, big enough in spirit and good fellowship, big enough in showmanship vision to form this national board of presidents? Who is the right man to head such a group?

Let us look over the field.

"Snookums Cleans Up," the latest of "The Newlyweds and Their Baby" comedies, just in from the Stern Brothers studio, played this week in the Capitol Theatre, Broadway, and was received with great favor by the audiences which crowded the big playhouse. It's a Universal.

Round About the Studios

Elinor Fair playing opposite William Boyd in P. D. C.'s "The British Clipper."

The selection of gowns for Billie Dove's second starring picture, "American Beauty," for First National pictures, is already under way. The shade known by that name plays an important part in the story which is by Wallace Irwin. Miss Dove also wears exquisite gowns in "The Stolen Bride," her initial First National starring film.

David Torrence, who plays a business man part in Florence Vidor's new starring vehicle for Paramount, "The World at Her Feet," was for eight years with Maude Adams on the spoken stage.

Vivacious Alice White, who did fine work as the "vamp" in First National's "The Sea Tiger," starring Milton Sills.

Lon Chaney, "the man of a thousand faces," has appeared in almost all conceivable guises, from that of a sergeant in the Marine Corps to that of a Chinese mandarin. He will be seen shortly as a Russian moujik in "Terror," a story of Stig Esbern dealing with the Siberian Red Revolution of 1917. Chaney will play the role of a peasant crushed by oppression and hardship to the point where he can bear no more and revolts against his taskmasters.

Dan Mason, pioneer actor of both stage and screen, has been signed by Universal for a part in Reginald Denny's starring vehicle "Out All Night" which is now in production under the direction of William A. Seiter. Mason recently completed a supporting role in "A Hero on Horseback" with Hoot Gibson.

Emil Jannings, Paramount star, played in his first motion picture in 1915. It was titled "When Four Do the Same" and was directed by Ernest Lubitsch at the old Union Studios in Berlin.

"Liberty Bonds," which is an original story by Monta Bell, who recently signed a long-term contract as a member of the Metro-Goldwyn-Mayer directorial staff, is scheduled to go into production at an early date.

Gary Cooper, Paramount's new western star, is the only player under contract to Paramount who was hired without a screen test. He was interviewed by B. P. Schulberg and other Paramount studio executives, and signed at once. He was elevated to the position of a Western star in "Arizona Bound." His second starring Western picture is "The Last Outlaw."

John Francis Dillon, recognized as one of the most versatile directors in the profession, will direct "The Road to Romance," co-featuring Jack Mulhall and Dorothy Mackaill, according to announcement by John McCormick, West Coast production chief for First National Pictures. The picture will be produced by Charles R. Rogers. It is a story of commercial traveling, glorifying the knights of the grip.

James Cruze, who made "The Covered Wagon" and "Old Ironsides," is a descendant of the Vikings. His father was declared to be nearly seven feet tall and weighed 325 pounds. It was said of him that he could lift 1,000 pounds on his back without effort.

Lon Chaney, as he appears in his latest for Metro-Goldwyn-Mayer, "The Unknown."

Barbara Worth, Universal contract player will play the leading feminine role in the Universal Western "The Fearless Rider," starring Fred Humes. Edgar Lewis will direct the picture.

In the past four months Miss Worth has appeared in the leading feminine role with Reginald Denny in "Fast and Furious," and with Hoot Gibson in "The Prairie King."

The screen enmity between George Bancroft and Fred Kohler continues. Their roles in "The Rough Riders" called for a lack of amiability, and now, in "Underworld," they are rival gang leaders with a deadly hatred of each other. The Paramount production, based on Ben Hecht's story, is being directed by Josef von Sternberg.

Rin-Tin-Tin's latest for Warner Bros. is "Hills of Kentucky."

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